



Missouri Travel Barometer
May 2016 Report
(Data available as of 6/20/16)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

May Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through April

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 5.0% -- Occupancy up 4.8% -- ADR up 3.0% -- RevPAR up 7.9%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through March

- For FY16, a 5.2% (\$471.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Mar
- For CYTD16, a 4.6% (\$130.3 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Mar
- March 2016 saw a 1.3% (\$14.3 million) sales revenue increase compared to March 2015

Website Visits: 2016 Calendar Year to Date through May

- Total web visits (main site and mobile visits) were down 5.14% for May 2016 compared to May 2015
- Total web visits (main site and mobile visits) were down 5.07% for January-May 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through May

- 87,715 responses for 2016 YTD – an increase of 18.8%
- Expansion markets are up 100.7% for January-May 2016 compared to the same period in 2015
- The DMA with the largest percentage increase is Columbus, OH—up 179% over the same time last year

Welcome Center visits: 2016 Calendar Year to date through May

- For CYTD 2016 the centers are up 17% for January-May 2016 compared to the same period in 2015
- For the month of May alone, the centers were up 12% compared to May 2015

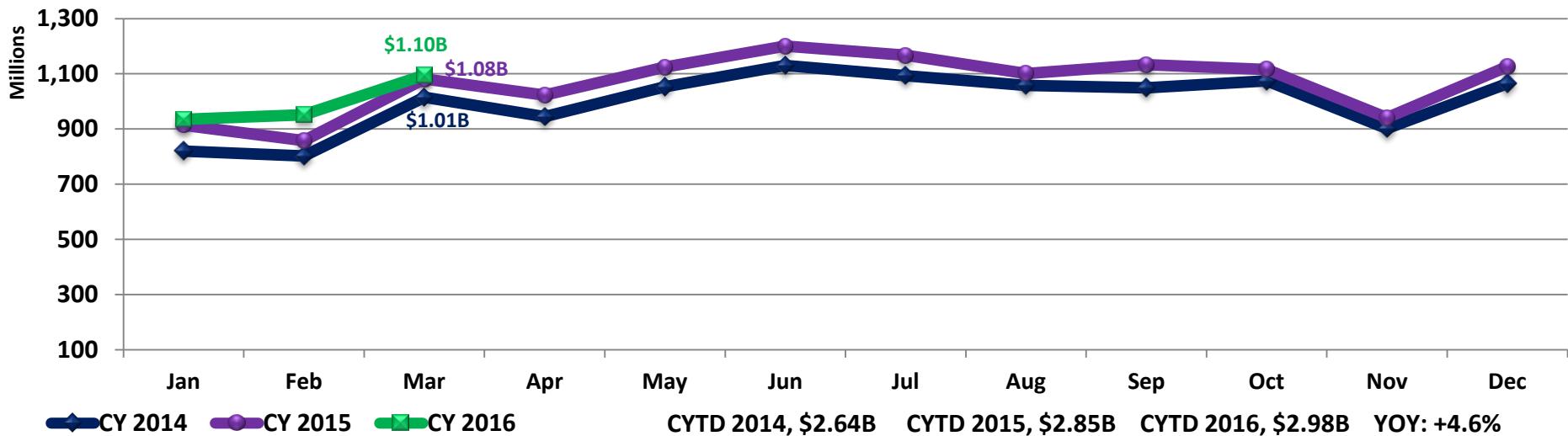
Commercial airport deplanements: 2016 Calendar Year to Date

- Kansas City up 6.1% for Jan-April 2016 compared to the same period in 2015
- Joplin up 16.9% for Jan-Feb 2016 compared to the same period in 2015
- All airports up 10.7% for Jan-Feb 2016 over Jan-Feb 2015

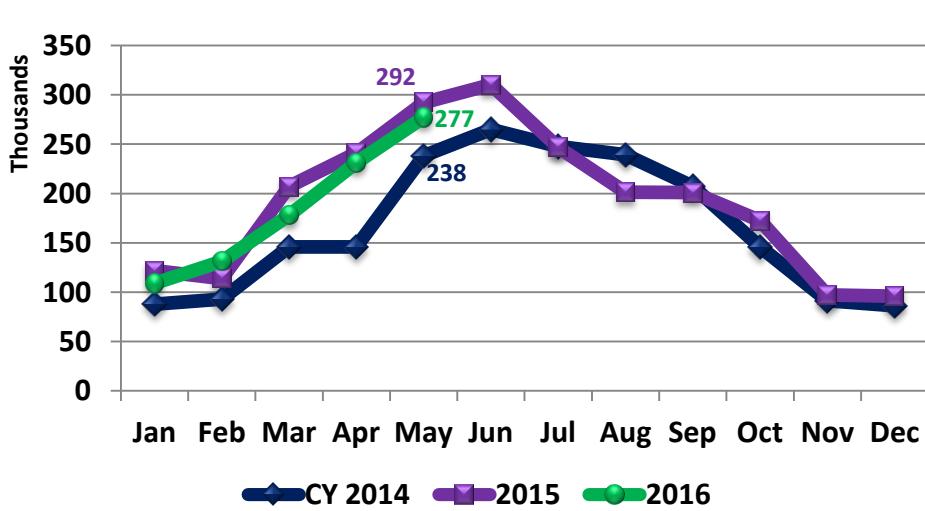
nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 9.23% for May YOY
- Top searching U.S. target market cities for next 60 days were KC, St. Louis, Chicago, and Dallas
- Top searching international cities for next 60 days: Madrid, Toronto, Buenos Aires, Lisbon, Vancouver
- Volume for third-party travel site searches for June-July shows 25.85 million searches for Missouri

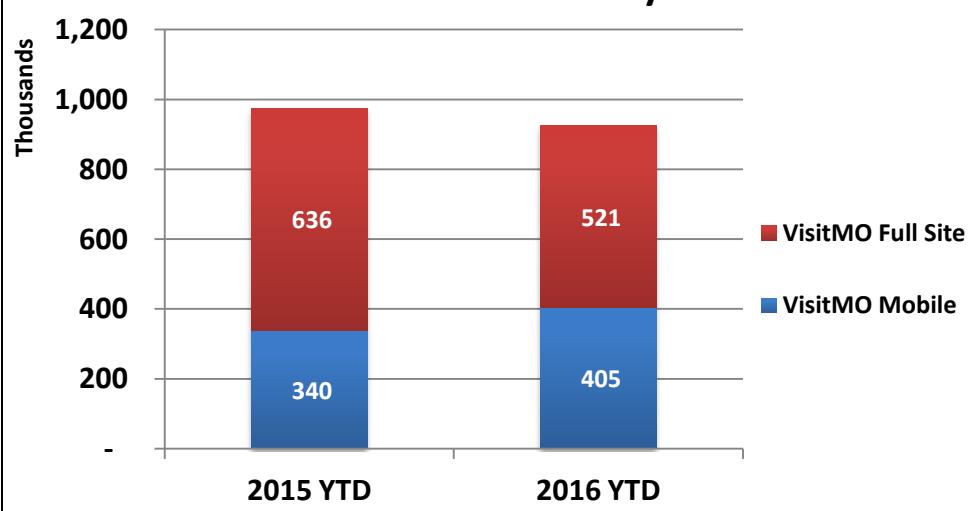
Sales Revenue from 17 Tourism SICs



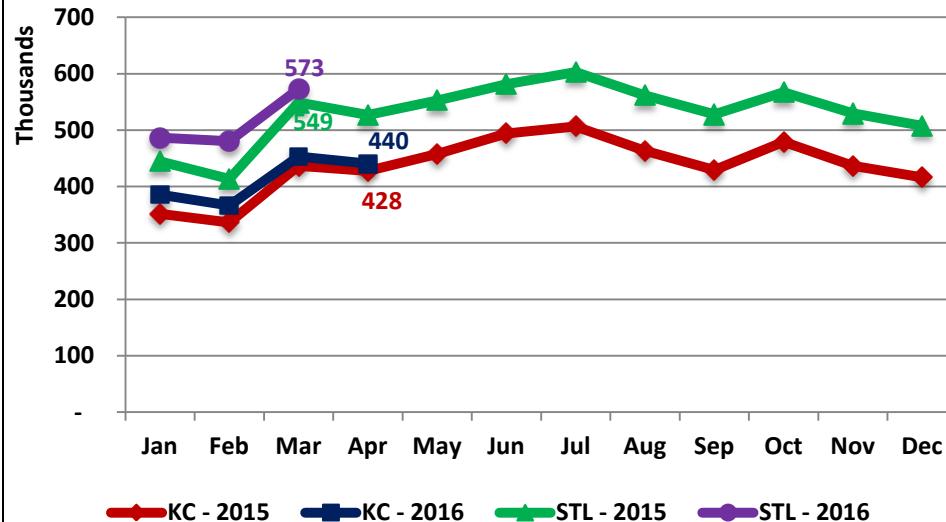
Visits to VisitMO (Full & Mobile Sites) by Month



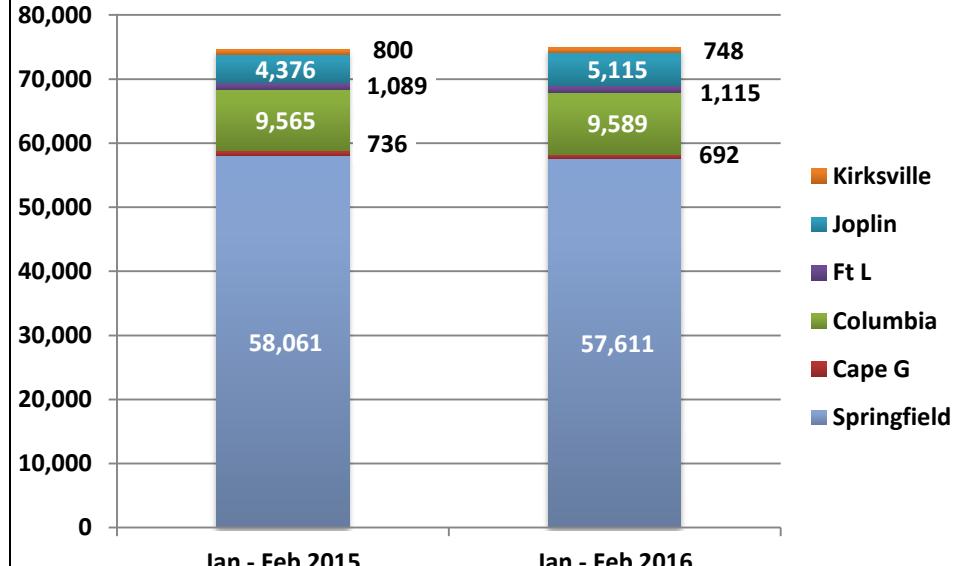
YTD Visits to VisitMO by Site



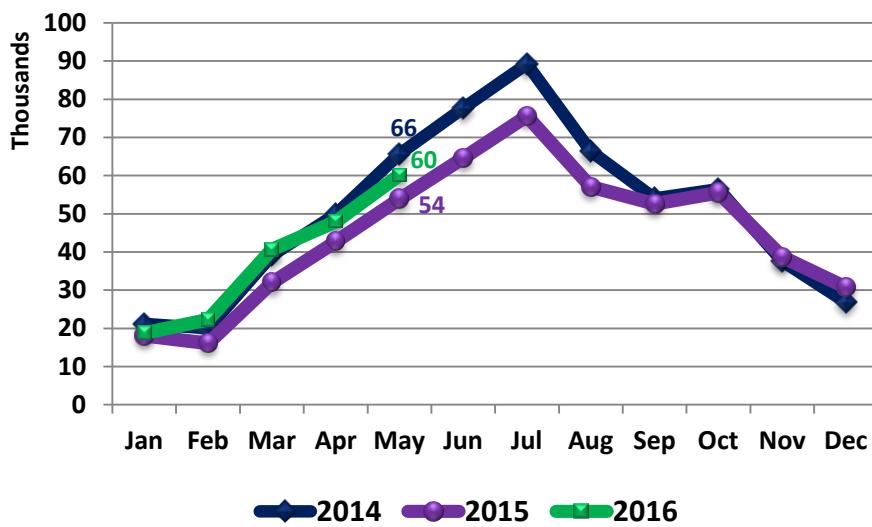
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

